CLAIMS

1.   A method for creating a push mechanism in a
5   digital communication system, comprising the following
steps:

a) creating a graphical object having associated there-
   with timing and positioning information, wherein
   said timing information is provided as a time stamp
10   in an elementary stream of digital information,

b) executing a first software application associated
   with said graphical object, said first software
   application working in response to a predetermined
   event connected to said positioning information
15   associated with said graphical object, and

c) launching a second software application by means of
   said first software application in response to said
   predetermined event.

2.   The method according to claim 1, wherein said
20 digital information comprises subtitling information.

3.   The method according to claim 2, wherein said
subtitling information follows the Digital Video
Broadcasting standard.

4.   The method according to claim 1, wherein said
25 digital information comprises information in Hypertext
Markup Language format.

5.   The method according to claim 1, wherein said digital information is transmitted by means of Multi Protocol Encapsulation.

6.   The method according to claim 1, wherein said graphical object has associated therewith a reference to a content, preferably a Universal Resource Link.

7.   The method according to claim 6, wherein said reference to the content is cached from an MPE stream.

8.   The method according to claim 1, wherein said second software application is a web browser.

9.   The method according to claim 1, wherein said second software application is an application retrieving software update information, preferably from a Service Provider.

10.   The method according to claim 1, wherein said second software application is adapted to start a chat programme.

11.   The method according to claim 1, wherein said timing information comprises Normal Presentation Time information.

12.   A computer terminal arranged to perform a method for creating a push mechanism in a digital communication system, comprising the following steps:

a) receiving a graphical object having associated therewith timing and positioning information, wherein said timing information is provided as a

time stamp in an elementary stream of digital
information,

b) executing a first software application associated
with said graphical object, said first software
application working in response to a predetermined
event connected to said positioning information
associated with said graphical object, and

c) launching a second software application by means of
said first software application in response to said
predetermined event.

13. The terminal according to claim 12, wherein
said terminal is an Integrated Receiver Decoder or
Set-top Box.

14. A system implementing a digital communication
push mechanism, said system comprising a baseband
processor and at least one receiver interconnected by
a communication path, wherein said baseband processor
and said at least one receiver are adapted for
performing the method according to claim 1.

15. A computer program product directly loadable
into the internal memory of a digital computer
comprising software code portions for performing the
following steps when said product is run on a
computer:

a) receiving a graphical object having associated
therewith timing and positioning information,
wherein said timing information is provided as a
time stamp in an elementary stream of digital
information,

b) executing a first software application associated
with said graphical object, said first software
application working in response to a predetermined
event connected to said positioning information
5   associated with said graphical object, and

c) launching a second software application by means of
said first software application in response to said
predetermined event.

16.   A computer program product stored on a com-
10 puter readable storage medium, comprising computer
readable program code for causing a computer to
perform the following steps:

a) receiving a graphical object having associated
therewith timing and positioning information,
15   wherein said timing information is provided as a
time stamp in an elementary stream of digital
information,

b) executing a first software application associated
with said graphical object, said first software
20   application working in response to a predetermined
event connected to said positioning information
associated with said graphical object, and

c) launching a second software application by means of
said first software application in response to said
25   predetermined event.